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Alberta NEWSLETTER



MAR 16 1957

CANADIANA



INDUSTRIAL DEVELOPMENT BOARD OF THE PROVINCE OF ALBERTA

DOMINION BUREAU OF STATISTICS
Department of Economic Affairs

EDMONTON, ALBERTA, CANADA

HON. A. R. PATRICK, Minister

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VOL. 2, No. 4

NOV 1 1957

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OCTOBER, 1957

FIRM PRODUCES QUARTER MILLION BROILERS ANNUALLY

Assembly-line production methods are incorporated in the Alberta Poultry Marketers Ltd. poultry farm 15 miles west of Edmonton. Annual production of well over one-quarter million broiler birds makes the project one of the largest of its kind in western Canada. Its sustained year-round production of 5,500 birds a week supplies a sizeable portion of the heavy market demands.

The production program was initiated in the spring of 1956 on a 30-acre site bordering the Jasper Highway. Primary factor in choosing the site was the availability of cheap natural gas for heating purposes. Use of electrical power for heating would tend to make such large operations prohibitive, say officials. Costs have to be watched closely because the project operates on a profit margin of only a few cents per bird.

Use of modern management procedures ready broilers for market in only 10 weeks. Ten of eleven poultry houses, of identical size and design, are occupied at all times. The eleventh one fills the week-long gap required for shipping out a flock of market birds and replacing them with brooder chicks. Each single storey house, 40 feet by 120 feet in size, has a capacity of 5,500 birds.

Utmost mechanization is the keynote of this mass production farm. A staff of five men look after all details in normal work-day time. Grain and corn are ground and mixed with commercial supplements in a large, modern feed mill built on the site. The ration is loaded onto a farm wagon and mechanically elevated into the two-ton feed hoppers built into each poultry house. Birds old enough to leave the brooder are fed by means of 480 feet of endless-chain hopper winding along the centre floor area of each house. A time clock governs these electrically operated hoppers. As the birds grow older and require more feed the time clock is set to carry feed

through the hoppers at more frequent intervals. Automatic water fountains hooked up to the farm's pressure system provide a constant supply of water.

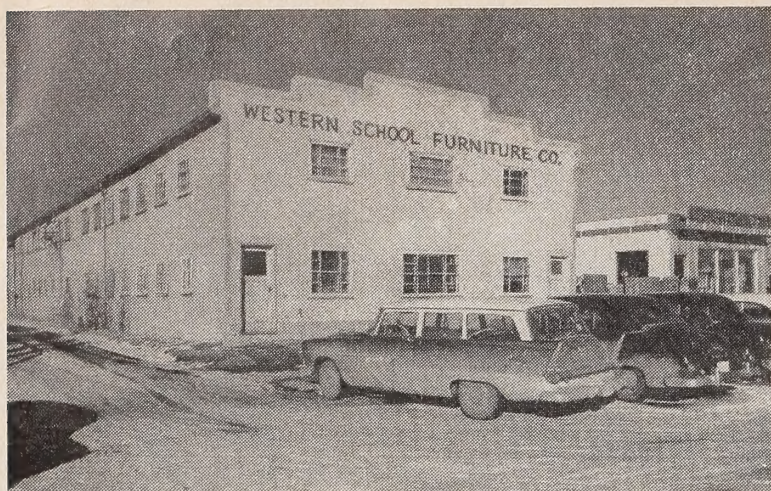
Forced air ventilation is used throughout the closely grouped poultry houses. Each is equipped with a gas-fired furnace thermostatically controlled. The system can be operated for recirculation of air in colder weather or fresh intake and expulsion under warm conditions. Gas consumption for brooding and heating purposes totals 16,000 M.C.F. annually.

All feed supplies are purchased from local sources in Alberta. Annual consumption is about 45,000 bushels of grain, 100 tons of corn and 275 tons of commercially prepared supplement. Much technical advice on feeding and management is provided by poultry specialists at the University of Alberta.

Mortality rate in operations up to this time has run slightly higher than the three per cent maximum which is considered a goal. Improved practices are bringing the rate down steadily. One precaution taken against disease is inoculation against infectious bronchitis and Newcastle Disease, two of the greatest dangers. Live-virus vaccine is dusted on birds when they are only several days old. Visitors are generally prohibited from entering the grounds as a further precautionary measure against disease spread.

Operations of the new poultry farm division are closely integrated with other sections of Alberta Poultry Marketers Limited. Chicks are supplied by the co-op hatchery division in Edmonton. Finished birds are processed and marketed through the parent company's modern Edmonton plant. Constant supplies of top grade broilers the year round have an important bearing on sales of other poultry products, officials state. For this reason the poultry farm division was added to central operations.

ALBERTA FIRM MAKES STEEL SCHOOL FURNITURE



Woodworking operations of the firm are carried out in this two-storey, 40 foot by 210 foot plant at 110 Avenue and 101 Street. Modern mechanical sanders, planers, shapers and drills process all wooden components for hand assembly. From a two-man business in 1937 the firm has grown to employ 150 men in peak periods.

Many Alberta school students learn their three R's at desks chairs and tables manufactured right in the province. One supplier of such equipment is the Western School Furniture Company, Edmonton, the only school furniture manufacturer in Alberta completely making modern tubular steel pupil's desks. It is a subsidiary of the parent firm, Western Cabinet Limited, also of Edmonton. In addition to "Wescab" classroom furnishings, the company produces furniture for institutions, and aluminum doors and window frames distributed under the trade name "Wisco".

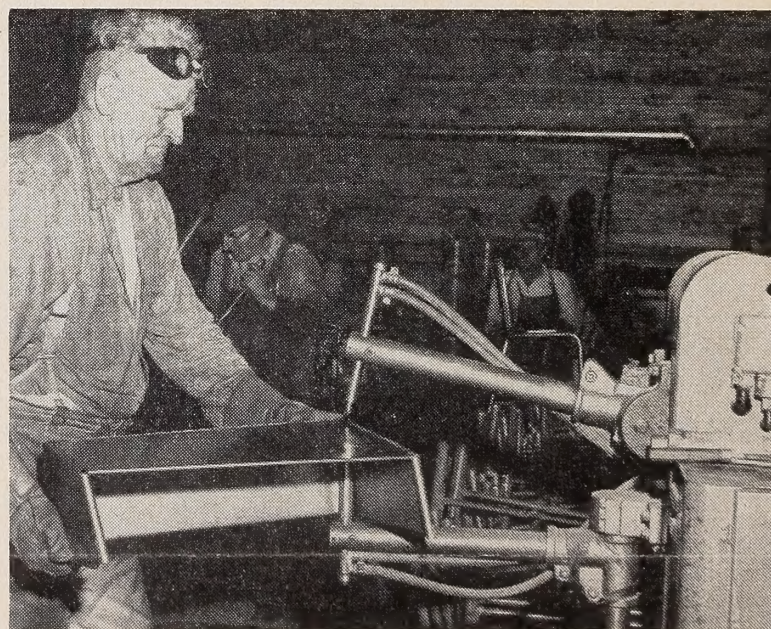
The parent company was founded in 1937 by John Sulyma and Thomas Hys, present proprietors. Capitalization was little more than \$1,000 and plant area was about 1,500 square feet. From a two-man owner-operator business, the firm has expanded to form two closely knit operations employing up to 150 men. Total working area of the two separate plants is now about 40,000 square feet. Warehousing space totals some 11,000 square feet and another 40,000 square feet are leased for storage in heaviest production seasons. Annual production value of combined operations has now reached the three-quarter-million-dollar mark, derived mainly from the school furniture subsidiary. Payroll amounts to approximately \$200,000 annually.

Western School Furniture Company uses its own designs, tailored to customer wants. Over the past three years production has shifted from all-wood construction to a combination of tubular steel and wood. Steel offers more rigidity and versatility in

design, say plant officials. While estimated 85 per cent of this year's production is in the tubular steel lines, there is a continued demand for all-wood construction furniture.

Included in the company's lines are conventional school desks in four sizes, teachers' desks with choice of matching chairs, matched chairs and work tables for tiny tots and older students; tablet arm chairs for lecture rooms; typewriter desks; metal stacking and folding chairs; stools; church pews; folding banquet tables and adult-size nesting tables.

Kiln-dried hardwoods, imported from British Columbia, are used in construction. Complete processing is done in the extensive woodwork department. Tubular steel is purchased from a new fabricating plant in Edmonton. In 1956 some 500,000 lineal feet of tubing were used, ranging from 1/2 inch size to 2 1/2 inch. Cutting, shaping, and welding are done on an assembly line basis at the company's large new plant in North Edmonton. Wood components are trucked from the uptown plant for final assembly and painting in the tubular steel plant.



Book cabinets for tubular steel desks are spot welded after cutting and shaping of raw metal sheets. The tubular steel section is located on a large industrial site in North Edmonton. Supplies of raw metal are purchased from an Edmonton steel plant.

Furniture prices are quoted on basis of laid-down cost at destination. A fleet of six trucks fill transportation needs for local and regional deliveries. More distant orders are shipped through commercial channels.

Three of every four school divisions in Alberta currently have some "Wescab" furniture in use. Other orders have been filled for points in the Northwest Territories, British Columbia, Saskatchewan and Manitoba.

TOWN OF ATHABASCA

Location: Section 20-66-22W4 in Census Division No. 14; 97 miles north of Edmonton on Highway No. 2; northern terminus of the Athabasca Branch of the C.N.R.

Altitude: 1,692 feet.

Temperature: Average summer, 54 degrees, average winter, 18 degrees; average annual, 33 degrees.

Rainfall: Average annual rainfall, 12.73 inches; average snowfall, 56.0 inches; average annual precipitation, 18.33 inches.

Geology: Bedrock is marine shale of the La Biche formation of the Crustaceous age. Southern foothills equivalent of this shale is used in the manufacture of cement.

Soil: Athabasca lies in the transition and gray-wooded soil zones.

Profile of the transition zone is quite mixed, ranging from nearly black to gray. Soils are not usually as rich as those of the black zone. Vegetation is mainly woodland.

Gray-wooded soil developed under humid soil moisture conditions and is less fertile than other zones due to leaching. Vegetation is of a mixed deciduous and evergreen woodland in which peat and muskeg frequently occur.

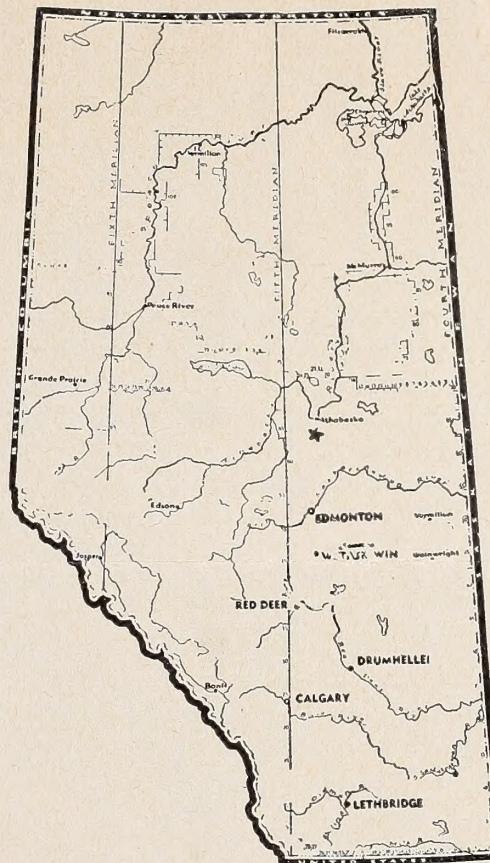
History: Athabasca played an important part in the early history and development of the northwest. David Thomson, noted surveyor-trader passed through the area in 1799. A Hudson's Bay Fort was established in 1884. In the early days, Athabasca Landing was the last stopping place on the route to the far north. Transportation beyond this point was mainly by water. Several steamboat stern-wheelers were operated.

Prior to 1904 the settlement was known as Athabasca Landing. Athabasca was incorporated as a village in 1905, and as a town six years later. J. H. Woods was the first mayor.

Gas was discovered in the area in 1893 although the town was not serviced until 1912. The telegraph reached the centre in 1904. First wheat crop was grown in 1908. First train arrived from Edmonton in 1912. The town was practically wiped out by a disastrous fire in 1913.

Living Conditions: The town lies on the south bank of the Athabasca River at a point 12 miles north of the centre of the province. It is 97 miles north of Edmonton on Highway No. 2. Town population is nearly 1,300. Ninety percent of the homes are owner occupied.

Utilities consist of electrical power, natural gas and central sewer and water system. Financial facilities are provided by one chartered bank, a Treasury Branch and credit union. Six churches serve the spiritual needs of the community. Excellent school buildings accommodate grades 1 - 12.



← ATHABASCA, ALBERTA

Health services consist of a modern 38 bed hospital, three medical practitioners, one dentist, one chiropractor, and two drug stores. Excellent facilities exist in the town and surrounding areas for both summer and winter sport.

Administration: The town is governed by a mayor who is elected for a two-year term, and six councillors, two elected each year for a three year term. Direct administration falls to the secretary-treasurer.

Law Enforcement: One town Constable. Royal Canadian Mounted Police Detachment. There is also a resident Justice of the Peace, and Police Magistrate.

Building Regulations: There is a zoning bylaw in effect. Plans for new buildings and major alterations must be approved by building inspector. Electrical and sanitary installations must comply with provincial regulations while gas installations must comply with town gas bylaw.

Fire Protection: There is a volunteer brigade of 41 men, headed by a fire chief. Equipment includes a 500 gallon capacity triple pumper; three hand carts each with 400 feet of 2½ inch hose; 2,500 feet of 2½ inch hose and 28 fire hydrants. Two electric sirens are controlled by five switches throughout the town.

Tax Structure: Mill rate in 1956 was 52 mills, made up of 28.25 school, 18.35 municipal and 5.4 hospital. Assessment was \$1,318,410 based on land, 100% of value, \$243,685; improvements, 100% of fair value, \$1,038,825, and power \$35,900.

Areas: Total area of town, 2,560 acres. Streets and lanes, 512 acres, and water 10 acres.

Roads: There are 7.3 miles of gravelled roads and 4.9 miles of ungravelled roads. Six miles of concrete sidewalk, 4.25 miles of board walks and 2 miles of gravelled walks.

Sewer and Water Mains: The town has three miles of sanitary sewers, 3.5 miles of water mains and .2 miles of storm sewers.

Water: Water is obtained from the Athabasca River into a Fluoridation plant and through filters into the water mains. There is a 125,000 gallon reservoir. Water is transported by natural gas and electrically driven pumps. Rates: \$2.00 minimum includes meter rental and 500 gallons; \$1.20 for the next thousand gallons; \$1.00 per thousand for all additional up to 15,000 gallons. Rate over 15,000 is 90 cents per thousand. Over 20,000, rate is 70 cents per thousand gallons.

Power: Northland Utilities Ltd. provides three phase power from a local diesel plant. Domestic and commercial rates have a minimum charge of \$1.50 per month. Industrial service is also available at a minimum charge of \$5.00 per month per H.P. of connected load.

Natural Gas: Gas is supplied by Athabasca Utilities Ltd. from local wells. Monthly rates are; first 30 M.C.F. at 48 cents per M.C.F.; next 30 M.C.F. at 40 cents; next 220 M.C.F. at 33 cents; all over 280 M.C.F. at 29 cents. Minimum charge per month is \$2.00. Three producing wells provide gas. Four fields in the area have an estimated reserve of ten billion cubic feet.

Fuels: Propane, diesel fuel and coal are available.

Natural Resources: Wheat and coarse grains, forage crops and seed, horses, cattle, sheep and hogs, dairy products, poultry products, honey, lumber, furs, gas, clay, sand, gravel and water.

Government Offices: Federal: post office, geophysical observatory, RCMP detachment, VLA District Office. Provincial: Alberta Government Telephones, court house, liquor store, treasury branch, school superintendent, district home economist, fish and game warden, timber inspector, district agriculturist, health unit, veterinarian. Municipal: town office, fire hall, police chief, library, school district, hospital district, public works, gas and plumbing personnel and air strip.

Health Services: The Athabasca Municipal Hospital has 38 beds and 12 bassinets. There are three resident physicians. Athabasca Health Unit is located in the town. There is one dentist, one chiropractor, one optometrist, one veterinarian, two drug stores and one funeral parlor.

Professional and Personal Services: Two beauty parlors, two barber shops, auditor and public accountant, lawyer, and watch repair.

Transportation: Served by Canadian National Railway thrice-weekly Edmonton to Athabasca and return. Canadian Coachways Ltd. provide daily bus service to Edmonton and Peace River. Daily trucking service between Athabasca and Edmonton.

Communications: Two weekly newspapers, Athabasca Echo, Friday, and Athabasca Advance, Tuesday. Alberta Government Telephones, Canadian National Telegraphs, Post Office, Edmonton radio and television stations.

Hotels: Union Hotel with 40 rooms, rates \$2.50 up. Two auto courts.

Churches: Roman Catholic, Anglican, United, Lutheran, Ukrainian Catholic, Church of the Pentecost.

Lodges and Service Groups: ~~Masons, B.P.O.E.~~ Eastern Star, Board of Trade, Canadian Legion, Kinsmen, Ladies Auxiliaries, Red Cross, Fish and Game association, Home and School association, Agricultural Society, Parent-Teachers association, Community Centre association, Hospital Auxiliary.

Schools: Grades 1-12 are taught in town schools with 31 teachers, 26 classrooms and 791 students.

Cultural Activities: Public library, drama, art, music and glee clubs.

Population: 1,293. Trading area comprises 9,569 population, extending 40 miles north, 25 miles south, 30 miles east and 20 miles west.

Industrial Development: First industry in the area was trapping and fur trading, followed by river transport to the north, lumbering, brick making, coal mining, natural gas and mixed farming. Farms within a radius of 30 miles produce over one million dollars worth of legume seed, mostly sweet clover. Six lumber mills are in the district and three planing mills in the town. Four grain elevators have a capacity of 270,000 bushels.

Athabasca is in the fortunate position of having an abundant supply of water and natural gas to meet demands of all types of industry. Excellent industrial sites are available, adjacent to railway, highway and river.

For further information about Athabasca,

write

TOWN SECRETARY,

TOWN of ATHABASCA, ALBERTA

or

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